

Rep Order# 9793615 Ver# 7 Status Revised
EC'd Yes

Traffic Order# 1355167

Printed: 09/11/2012 10:04 AM
Last Received: 09/10/2012 7:45 PM
Showing Buylines: All Rep Revised Lines

1 of 2

Station WXLV-TV GREENSBORO/W.SALEM
Advertiser () POLITICAL
Product MCCROY FOR GOV
Estimate# 820826
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E MCCR/ORDR/820826
Flight Dates 08/20/2012 - 08/26/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JONATHAN VITTI
Salesperson Phone# 202-955-5342
Salesperson FAX#

--- CONTRACT COMMENT ---

MCCROY FOR NC GOVERNOR *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

SEE LN 17 FOR SPOT CREDITED THAT DID NOT RUN
PLS MAKE NOTE TO ISSUE CREDIT BACK
PLS CF THANKS

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*17	SA	08/25-08/25	6P-630P	HOLLYSCOOP	.30	\$25.00	0	0	0	\$0.00
Rating: 1.1										
Sales Remark. V7 1X CREDITED 8/25 THAT DID NOT RUN										
V7 Comment Changed, Spots/week Changed										

---REPORT TOTALS---

Report Totals. 0 / \$0.00

---SALES MONTHLY TOTALS---

Aug 12. 18 / \$2,965.00
Sales Totals. 18 / \$2,965.00
Station Totals. 18 / \$2,965.00
Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$49,417
CABL 0% UNKN 0% WBFX 0% WCMG 0% WPMY 28%
WGHP 26% WMIV 1% WUPN 0% WXII 39% WXLV 6%

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Books null
Demos RA35+

Rep Order# 9793615 Ver# 6 Status Returned
EC'd Yes

Traffic Order# 1355167

Printed: 08/30/2012 2:14 PM
Last Received: 08/23/2012 11:31 AM
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--- REMARKS ---

pls see line # 17 for n/a and credit.
pls send revised ppw.
tks

Ln	Day	Dates	Time	Program	Len	Rate	Spots/Week	# of Weeks	Total Spots	Total Cost
*17	SA	08/25-08/25	6P-630P	HOLLYSCOOP	.30	\$25.00	1	1	1	\$25.00
Rating: 1.1										
Station Remark: V6 1x n/a 8/25 (oversold) -pls credit										

---REPORT TOTALS---

Report Totals. 1 / \$25.00

---SALES MONTHLY TOTALS---

Aug 12. 19 / \$2,990.00
Sales Totals. 19 / \$2,990.00
Station Totals. 19 / \$2,990.00
Lines not sent/rcld/rtrn. 0 / \$0.00

---COMPETITIVE---

Market Totals \$49,833
CABL 0% UNKN 0% WBFX 0% WCMG 0% WFTY 28%
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